

## **LESSON PLAN**

### **Market I.D. Analysis**

#### **DISCUSSION POINT**

#### **RELATED INSTRUCTOR ACTIVITY**

##### **I. Presentation**

Ref: COMNAVCRUITCOM INST 1133.6 series

##### **A. Marketing**

1. The term “marketing” is used in recruiting, because we operate in the population commonly referred to as the “market.”
2. Navy Recruiting Command marketing is the process of identifying, analyzing, and recruiting the local population by using the resources available. As the size and composition of the primary market changes, it becomes increasingly important that the recruiter replaces the “gut feel” approach with a more scientific analytical approach to recruiting.
3. The recruiter’s ability to gather and use pertinent market information will, to a great extent, determine the degree of success a recruiter will have. The bottom line of all marketing analysis is making or exceeding goals using the least amount of resources and effort.

##### **B. Marketing Environment**

1. Demographics- The target market population of Military Available (MA) can be segmented into several sub-markets.

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- a. Primary market- 17-21 year old males.
  - b. Secondary market- 22-29 year old males.
  - c. Reserve Market consists of- 21-39 years of age.
  - d. Mental Groups- CAT IIIB – CAT I
  - e. Diversity Goal- HUMG, BUMG, PUMG, etc.
- C. Windows- based Standardized Territory Evaluation and Analysis for Management (WINSTEAM).
- 1. Primary source of data used to identify the recruiting market potential. The key purpose of WINSTEAM is to assist the NRD in assigning recruiting assets.
  - 2. Steam is the tool used to ensure that each NRS/NRRS has a fair share of the market and goals are fairly assigned based on the market.
  - 3. The WINSTEAM method of conducting market analysis shall be used at all districts and used at the NRS level in the form of the Station Level Market Share Report.
- D. Department of Defense (DOD) All Service Accession Data (ASAD).
- E. Station Market Analysis and Review Techniques (SMART)

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##### **F. RTOOLS/CIRIMS Market I.D.-**

1. High School- Must be at least 75% of current year male seniors.
2. Workforce- Must be at least 75% of 4 previous years male graduates
3. Prior service - NAVETS and OSVETS